

# Business Education



## Wednesday, June 13

**7:00 a.m.-12 noon, Registration,** *Fireplace Foyer*

**8:15–8:30 a.m., Welcome!** Dona Orr, *Ponderosa*

Introduction of BPA state presidents and overview of the 2012 Summer Conference.

**8:30–9:00 a.m., The Role of Business and Marketing Education in *Complete College Idaho*,** Vera McCrink, *Ponderosa*

PTE Associate Administrator Vera McCrink will present an overview of the *Complete College Idaho* plan developed through the State Board of Education. See how the plan connects to the Division of PTE, and find out why the business and marketing connection is so integral to the plan's success.

**9:00–9:30 a.m., Idaho Business Programs Report,** Dona Orr, *Ponderosa*

Program Manager Dona Orr will give an annual report on Idaho's business programs.

**9:30 –10:00 a.m. (8 a.m.-3:30 p.m.), CTEI Vendor Show & PTE Foundation Silent Auction,** *Ballroom Lobby*

**10:00 –10:30 a.m., Hosted Break,** *Main Lobby*

**10:30 a.m.–12 noon, Opening Session,** *Ballroom*

**12 noon-1:30 p.m., Hosted Lunch,** *Ballroom*

The CTEI Vendor Show & PTE Foundation Silent Auction will be open during this break.

**1:30-3:00 p.m., PTE General Sessions,** *Ballroom*

**3:00-3:30 p.m., Hosted Break,** *Main Lobby*

**3:30–4:00 p.m., Perceptions of Professional Development Needs,** Allen Kitchel, *Ponderosa*

University of Idaho Assistant Professor Allen Kitchel will present findings from his research *Principals' and Superintendents' Perceptions of the Program Management Professional Development Needs of CTE Teachers: A Comparative Analysis to Business Teachers' Perceived Needs*.

**4:00-4:30 p.m., Idaho Business Professionals of America Annual Report,** Donna Gudmundson, *Ponderosa*

Idaho BPA Conference Coordinator Donna Gudmundson will give an annual report on Idaho BPA.

**6:00-7:30 p.m., Idaho Business Professionals of America Annual Board Meeting**

Division of Professional-Technical Education  
Third Floor, 650 West State Street, Boise / 208.334.3216

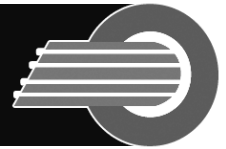
Board Executives, Current Regional Coordinators, and State BPA Presidents

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## Thursday, June 14

**7:00-8:30 a.m., CTEI Breakfast & Annual Meeting,** *Club Max*

# Business Education *(Continued)*



## Thursday, June 14

### **7:00-8:30 a.m., CTEI Breakfast & Annual Meeting, *Juniper***

### **8:30 a.m.-10:00 a.m., Schoolnet Demo and Instruction, Phillip Autry, *Ponderosa***

Schoolnet is the extension of Idaho's ISEE K-12 longitudinal data system that allows educators to develop student profiles, use Key Performance Indicators and analysis spreadsheets to make instructional decisions, and use digital systems to develop unit and lesson plans aligned with Common Core and state standards. Gain a deeper understanding of a critical tool to helping your students achieve high standards.

### **10:00-10:30 a.m., Hosted Break**

### **10:30 a.m.-12 noon, Building Program Enrollment, Jeff McCauley, *Ponderosa***

It's time to take a temperature check. How hot is your marketing effort in branding your own program? Are you walking the talk, so to speak, and modeling best practices for your students? Engage in an interactive dialogue to help you figure out the next steps for promoting your program.

### **12 noon-1:00 p.m., Hosted Lunch**

### **1:00 p.m.-3:00 p.m., Branding with Social Media, Jeff McCauley, *Ponderosa***

Social media is here to stay, so join us and find out how your business program can benefit from Facebook, Twitter, Mobile, Location, YouTube, LinkedIn and more.

### **3:00-3:30 p.m., Hosted Break**

### **3:30-4:30 p.m., Business Programs Checkup**

Participate in roundtable discussions about Idaho's business programs. Your facilitators will gather information and opinions that will help shape future directions for curriculum and programs of study.

#### *Ponderosa*

**Business Management and Administrative Support,**  
Facilitators: Doug Bosen and Shelley Chamberlain

#### *Emerald*

**Programming & Web,**  
Facilitators: Dona Orr and Steve Rayborn

#### *Garnet*

**Graphic Arts & Video**  
Facilitators: Karla Stroud and Phillipe Valle

#### *Laurel*

**Accounting & Finance,** Facilitators: Lisa Hoskins,  
Sharon Meeks, and Lorraine Rapp  
**Insurance,** Facilitator: Marcella Enos

### **6:00-8:30 p.m., IBEA Social**

#### **Louie's Restaurant**

2500 E Fairview Avenue, Meridian / 208.884-5200

IBEA invites you to join your colleagues for dinner at Louie's Restaurant where you will enjoy good company and lively conversation. IBEA officers will informally discuss important topics that affect IBEA this year, which topics will be formally discussed at Friday's business meeting.

Give your RSPV to Tara Shields-Lundquist. Cost \$16.95. Give your payment to IBEA treasurer.

# Business Education *(Continued)*



## Friday, June 15

**8:15 a.m. - 12:00 p.m., Media Technologies Program Design Discussion,** Steve Rayborn, *Northstar*

A brainstorming effort with teachers to determine direction and design of Media Technology related programs of study.

## **Business and Marketing Education Meetings and Workshops**

College of Western Idaho, Black Eagle Center  
1360 South Eagle Flight Way, Boise, Idaho / 208.562.3000

<u>Morning Sessions</u>	<u>Lunch</u>	<u>Afternoon Sessions</u>
8:30-9:30 a.m.	Noon-1	1-2 p.m.
9:45-10:45 a.m.	(hosted lunch)	2:15-3:15 p.m.
11-noon		3:30-4:30 p.m.

## Meetings

**IBEA Annual Meeting**

**IMEA Annual Meeting**

**BPA Regional Coordinators**

Donna Gudmundson

## Workshops

**Advanced Integrated Office Applications**

**Assessment Research**

Marcella Enos

**Adobe After Effects**

Karla Stroud

**Adobe Creative Suite Roadtrip**

Dan Armstrong

**Business Essentials**

**Business Panel**

**BPA 101**

Bill Keylon

Tacey Keylon

## **Fundraising**

Dianne Jolovich

**Idaho Career Information System**

Christine Stoll

**In-Design**

Misty Berrett

**E-Portfolios**

Brenda Jacobsen

**High School Business Teacher 101**

**High School of Business**

Dona Orr

**Innovative Ideas for the Business Classroom**

Mary Ellen Nourse

**Jing**

Shelly Edmundson

**New Student Organization Advisors**

Annette Alexander

**Parliamentary Procedure**

**Photoshop Essentials**

Dan Armstrong

**Reverse Teaching**

Kathie O'Brien

**SAM New Features Demonstration**

**SAM 2010 CourseMate**

Trish Bobst

**SAM Training and Projects**

Tanya Gabrielson

**School-Based Enterprises**

Don Howell, Marci Holcolmb, Lynda De La Pena

**Yearbook Camp**

Bruce Twitchell